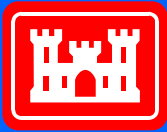


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4th Annual Small Business Open House

SOURCE SELECTION

March 6, 2003

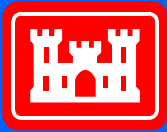


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SOURCE SELECTION

DEFINITIONS

- Source Selection
- Source Selection Authority
(formal vs informal)
- Evaluation Factors
- Written Presentations
- Oral Proposals
- Adjectival Rating Standards
- Competitive Range
- Tradeoff Analysis
- Best Value Process

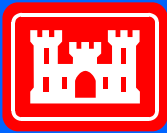


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SOURCE SELECTION

DEFINITIONS

- **Source Selection** -- The process used in competitive, negotiated contracting to select the proposal that offers the best value to the Government.
 - **Formal** - The source selection process used for high dollar value or complex acquisitions where someone other than the procuring contracting officer is the SSA.
 - **Informal** - The procuring contracting officer is the SSA.
- **Source Selection Authority (SSA)** -- The Government official responsible for selecting the source(s) in a negotiated acquisition.



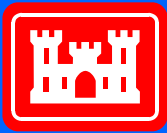
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SOURCE SELECTION

DEFINITIONS

Evaluation Factors are those aspects of a proposal that will be evaluated quantitatively and qualitatively to arrive at an integrated assessment as to which proposal can best meet the Government's need as described in the solicitation. Some examples are as follows:

- past performance,
- technical excellence,
- management capability
- personnel qualifications, and
- prior experience.



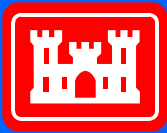
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SOURCE SELECTION

DEFINITIONS

Written Proposals consist of the following information:

- Technical (if not required in oral presentation)
- Past performance
- Key personnel resumes
- Financial statements
- Price information
- Other information as required by the RFP

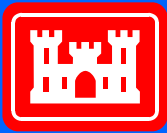


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SOURCE SELECTION

DEFINITIONS

An **Oral Presentation** is an oral examination in which an offeror submits information bearing on its capability to a panel of Government source selection officials. This information may include, for example, a description of, and justification for, the offeror's performance policies, processes, and plans. It is distinct from the offer (proposal), is not itself an offer or part of an offer, and does not become a part of any resultant contract. The panel uses the information to determine the offeror's understanding of the prospective work and, thus, its capability to perform.



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SOURCE SELECTION

DEFINITIONS

Merit Rating Scale - Adjectival Rating Standards

ADJECTIVAL	DEFINITION
Excellent	Proposal demonstrates excellent understanding of requirements and approach that significantly exceed performance of capability standards. Has exceptional strengths that will significantly benefit the Government.
Good	Proposal demonstrates good understanding of requirements and approach that exceeds performance or capability standard. Has one or more strengths that will benefit the Government.
Satisfactory	Proposal demonstrates acceptable understanding of requirements and approach that meets performance or capability standards. Acceptable solution. Few or no strengths.
Marginal	Proposal demonstrates shallow understanding of requirements and approach that only marginally meets performance or capability standards necessary for minimal but acceptable contract performance.
Unsatisfactory	Fails to meet performance or capability standards. Requirements can only be met with major changes to the proposal.



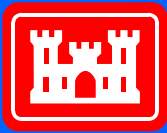
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SOURCE SELECTION

DEFINITIONS

Performance Risk Rating Scale

ADJECTIVAL	DESCRIPTION
Low Risk	Based on offeror's past performance record, essentially no doubt exists that the offeror will successfully perform the required effort.
Moderate Risk	Based on the offeror's past performance record, some doubt exists that the offeror will successfully perform the required effort.
High Risk	Based on the offeror's past performance record, extreme doubt exists that the offeror will successfully perform the required effort.
Unknown Risk	No relevant performance record is identifiable upon which to base a meaningful performance risk prediction. A search was unable to identify any relevant past performance information for the offeror or key team members/subcontractors or their key personnel. This is neither a negative or positive assessment.

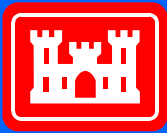


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DEFINITIONS

Competitive Range is the contracting officer's determination using prudent business judgement based on the specifics of the evaluation criteria, that certain proposals are identified as the most highly rated.



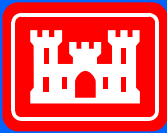
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SOURCE SELECTION

DEFINITIONS

Tradeoff Analysis is a subjective process in that it requires the SSA to exercise reasonable business judgement. When performing this analysis, the following steps are usually performed:

- An identification of the proposal differences that surfaced during evaluations.
- An analysis of their impact on the acquisition objectives in light of the relative importance of the evaluation factors.
- A comparison of the proposals.
- An assessment of the best mix of cost (or price) and non-cost benefits and determine whether the strengths of higher-rated proposals are worth the price premium.

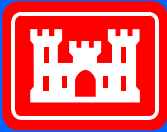


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SOURCE SELECTION

DEFINITIONS

Best Value is the process used in competitive negotiated acquisition to select the most advantageous offer by evaluating and comparing factors in addition to cost or price (FAR 15.602(a)(2)). “The best (or greatest) value” (FAR 15.605(d)) is the offer which is most advantageous to the Government, price and other factors considered. Implicit in a best value source selection is the Government’s willingness to accept other than the lowest price, minimally acceptable offer, if the added benefits of a higher priced offer exceed the additional cost or price. This is determined by a cost-benefit tradeoff analysis.



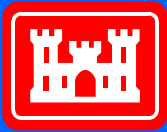
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SOURCE SELECTION

Request For Proposals

Contractors should pay special attention to the following:

- Section C – Descriptions & Specifications
- Section L – Instructions, Conditions & Notices to Offerors
- Section M – Evaluation Factors for Award



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SOURCE SELECTION

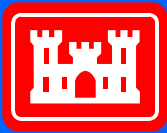
Process

Establish Evaluation Committees:

Technical Committee

- Technical Team Members
- Past Performance Team Members
- Management Team Members

Cost Committee



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SOURCE SELECTION

Process

(Continued)

Evaluation of Proposals

Written - evaluation factors apply:

- revisions possible:

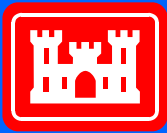
- binding.

Oral - test of offeror's knowledge of requirements of

- prospective contract;

- not correctable;

- not binding.



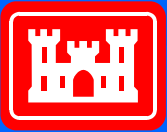
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SOURCE SELECTION

Process

(Continued)

- Award without discussions or establish Competitive Range
- Conduct Negotiations (written or oral) based on written proposals
- Submission of Revised Proposals
- Evaluate Revised Proposals
- Contract Award



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Decision Model for Determining the Successful Offeror(s)

